

**COLLEEN FRANKHART | WRITER/EDITOR**  
**547 S. CLARK ST., #602, CHICAGO IL 60605**  
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**Currently:**

**Principal, frankhart, ink.**

Since 1997, frankhart, ink. has provided writing and editing services to corporate, nonprofit, and media clients. Areas of expertise include health care communications, marketing communications, employee communications, donor communications, executive speeches, diversity communications, magazine articles, product and service case studies, promotional and product brochures, benefits communications and recruiting materials, annual reports, feature articles, capabilities brochures, advertising, proposals, fundraising materials, name generation, and more.

Clients include Gap Inc., Target Corporation, The University of Chicago, Rush University Medical Center, Walgreens, Deluxe Corporation, National Opinion Research Center (NORC), The McKnight Foundation, Minnesota Philanthropy Partners, MSP Custom Communications, ServeMinnesota, LPL Financial, First Allied Securities, HD Vest, *Foodservice News*, Cartograph Wines, HealthPartners, DeVry Education Group

**Awards and honors:**

Target Vendor Award of Excellence: 2001, 2002, 2004

Wilmer Shields Rich Gold Award for Excellence in Communications: 2006

**Past positions held:**

**New Media Account Executive, Yamamoto, Minneapolis, Minn.**

- Managed website design projects
- Created project proposals, budgets, and schedules
- Worked as a liaison between clients and the firm's staff
- Sold the firm's services to existing clients
- Forecast billings and workloads to help manage staff time
- Clients included American Express Financial Advisors, Guidant Corporation, Honeywell, ReliaStar, Piper Jaffray, Metropolitan State University, Lutheran Brotherhood

**Senior Copywriter, The Lacek Group, Minneapolis, Minn.**

- Wrote advertising, direct mail, and program communications
- Presented creative concepts and rationales to clients
- Strategized with account executives and clients to create promotional programs
- Managed freelance writers and art directors
- Created architecture and content for the agency's website
- Clients included MCI Telecommunications, National Car Rental, Sun Country Airlines, Delta Airlines, Hyatt Hotels

**Writer/Editor/Publicist, Minnesota Public Radio, Saint Paul, Minn.**

- Wrote member/donor communications, employee communications, advertising, annual reports, website content, marketing materials, on-air promotional spots, special promotions, and press communications
- Edited program guide
- Created and managed online employee newsletter
- Helped plan and execute meetings and special events, including lectures, film screenings, street parties, and press tours for *A Prairie Home Companion*, and activities at MPR's booth at the Minnesota State Fair
- Built a system of marketing materials for use by sales staff
- Publicized programs to local and regional media

**Writer, Words At Work, Minneapolis, Minn.**

- Wrote educational brochures, corporate collateral, direct mail, capabilities brochures, speeches, advertising, press releases, case histories, feature articles, employee communications, and annual reports
- Facilitated focus groups, brainstorming sessions, and other meetings
- Supervised graphic designers and other writers
- Managed client accounts
- Clients included Norwest Banks, the State of Minnesota, Multifoods, AAA Minnesota

**Education**

Carleton College, Northfield, Minn., B.A. in English with Concentration in Media Studies, *magna cum laude*